

Against the Grain

Volume 23 | Issue 5

Article 23

November 2011

People Profile: Timothy Babbitt

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Recommended Citation

(2011) "People Profile: Timothy Babbitt," *Against the Grain*: Vol. 23: Iss. 5, Article 23.

DOI: <https://doi.org/10.7771/2380-176X.5997>

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works. The bottom line is we'll surface more and more results for the users, always relevant, but previously hidden.

KS: On another level, we will be bringing together tools and workflows that support a new digital research environment. Capabilities of **ebrary** (like **DASH!** and **annotation**), **RefWorks**, **COS** and **ProQuest**, when brought together can enable mash-up opportunities driven by the user. This is truly exciting because it can change how the work of research is done in ways we never have envisioned. Using the term "Web 2.0" is passé these days, but the concept is not — putting the *users* in control is as fresh and essential as ever. Our role is to provide the tools that empower the users

ATG: *Tim, Can you clarify what you mean by "deep citational analysis"? Is it similar to what others refer to as semantic indexing? Kevin, what does DASH enable users to do?*

TB: Certainly! What I mean by "deep citational analysis" are the techniques that examine the citational relationships leading to the identification of things like literature streams, identification of incremental versus seminal works, the relationships of research streams, and the identification of "schools of thought." Scholars can often "connect the dots" on these patterns as they go through the literature, and these techniques can efficiently get them there.

KS: **DASH!** is available to librarians and is a tool that differentiates **ebrary** in the market. It allows libraries to easily upload, integrate, and share their own digital content. **DASH!** can be used to create highly interactive databases of special collections, government documents, reports, internal documentation, and literally any document in PDF or that can be turned into PDF. Once created, libraries can make these hand-crafted collections openly available or limit them to their institutions.

ATG: *That same early press release also noted that "ultimately, as part of the ProQuest family, ebrary will be positioned to drive new levels of eBook discovery and usage." How? When will this take place?*

KS: It's taking place right now — 70,000 **ebrary** eBooks from **Academic Complete** are now discoverable in the **ProQuest** environment. This pre-release capability is available to a set of libraries that have **ProQuest Central**, **ProQuest Research Library**, or **ProQuest 5000**. These are rich, cross-disciplinary products that **Academic Complete's** selection of eBooks — a critical mass of the most popular eBooks in academic libraries — can significantly enhance. The full product release will be available later this year, and it's really just the beginning.

TB: We know that libraries want to maximize the discovery and usage of their electronic resources by end users, so we are working to use the full range of **ProQuest's** products and services to drive awareness of a library's entire **ebrary** eBook collection. Over the last part of the year and into 2012, we plan to expand

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Timothy Babbitt

BORN AND LIVED: Born in Bloomer, WI and grew up in northern WI, as well as Buffalo, NY.

EARLY LIFE: Pursued degrees in theater, received undergraduate, masters in anthropology (focusing on central Mexican archeology), doctoral study from U of Pittsburgh in information systems.

PROFESSIONAL CAREER AND ACTIVITIES: B-School faculty for 13 years, consulted with Fortune 500 co's on IT strategy, including **Kodak**, **Bausch & Lomb**, and **Proctor & Gamble**.

FAMILY: Married, with 3 children: eldest son is 17, daughter is 14, youngest son is 11.

IN MY SPARE TIME: Home construction renovation, gardening, and skiing.

FAVORITE BOOKS: **Don Norman's** *The Design of Future Things*, **Michael Porter's** *Competitive Advantage*, and more recently *Design Driven Innovation* by **Verganti**.

PET PEEVES: Treating the symptoms not the problems; not presenting options to solve problems.

PHILOSOPHY: I try to challenge assumptions as I work to build new products and processes and also as I create strategy; focus of the innovations are dependent of the deep understanding of the activities that need to be supported. I am decidedly not incremental.

MOST MEMORABLE CAREER ACHIEVEMENT: Having dinner with **Carl Sagan**, but more recently the launch of the new **JSTOR** of 2008.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: To have guided the evolution of **ProQuest** products to a higher position in the competitive landscape.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: We will have markedly moved away from a focus on fulfillment of information objects to a set of services that support the workflows at a deep level among our end users. It's not just the book or the journal article but how all the ideas work together. It's the information and ideas. This is what we see in the way that humans think about it, and as an industry we will be working towards that goal. 🌱



eBook discovery more broadly throughout the **ProQuest** environment and across the family of **ProQuest** products, from **Serials Solutions** **Summon** service and 360 products to **Bowker's Books In Print** and **Syndetic Solutions**. We also plan to create a number of new products in the coming year that will offer eBooks alongside other **ProQuest** content to create new solutions for academic researchers.

ATG: *Can you explain the "nuts and bolts" of how ebrary will integrate into ProQuest? Are we talking about some form of federated searching or real integration where searchers are searching one mega-database?*

TB: **ProQuest** acquired **ebrary** because of the strength of its products and its technology. We feel that our integration approach should take advantage of the best of **ebrary**

and the best of **ProQuest**. This means real integration and one unified search: one search leads users to **ebrary's** eBook content side-by-side with journals, newspapers, and other **ProQuest** documents. From there, users can view the book, take notes, or make highlights using **ebrary** tools or take advantage of **My Research** and the social networking tools from **ProQuest**.

KS: Over time, we'll bring together research tools and user accounts between the two environments. Your readers are probably already thinking about how neatly **ebrary's** popular **InfoTools** and **DASH!** capabilities will fit with **ProQuest** content sets. In fact, look for some upcoming announcements about the new products that will use **ProQuest** content together with **ebrary** research tools.

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